



WKMG

ORDER

Flight Dates 08/30/12-09/06/12

Contract / Revision 257988 /

Original Date / Revision
08/29/12 08/29/12

Advertiser Pol/A Grayson/ Con/D/FL

Agency Buying Time, LLC

Buying Contact

650 Massachusetts Ave.
Suite 210
Washington, DC 20001

Product
GRAYSON FOR CONGRESS

Agency Com 15%

Billing Contact

650 Massachusetts Ave.
Suite 210
Washington, DC 20001

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2274

Alt Order # 06300821

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 3950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	7	\$3,357.50	\$3,950.00	0.00	08/27/12	09/06/12	7	\$3,357.50	\$3,950.00
Totals	7	\$3,357.50	\$3,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	09/03/12	09/03/12	Local 6 News 12-1230p CM	CM	12-1230p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	1-----		1				\$800.00		0.00			
E 2	WKMG	09/01/12	09/01/12	5-7a Sat News	CM	5-7a	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				Sat 5-7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----1-		1				\$150.00		0.00			
E 3	WKMG	09/01/12	09/01/12	7-9a CBS This Morn Sat CM	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----1-		1				\$400.00		0.00			
E 4	WKMG	09/02/12	09/02/12	6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				6-830a Sun News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Print Date: 08/29/12

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Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:15:00

Advertiser **Pol/A Grayson/ Con/D/FL** Product **GRAYSON FOR CONGRESS** Estimate # **2274**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/02/12	09/02/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----1					1	\$200.00		0.00			
E 5	WKMG	08/30/12	09/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---1---					1	\$800.00		0.00			
Week:		09/03/12	09/09/12	---1---					1	\$800.00		0.00			
E 6	WKMG	09/05/12	09/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--1----					1	\$800.00		0.00			
Totals														7	\$3,950.00